

*The most important aspect for music is to identify Music as not only a hobbyist activity but as well a professional industry. In previous writings I have established that the term Professional Musician is a creed. In that it identifies individuals whom follow and pursue the passion for live performance of music.*

As a professional musician when I talk with your average individual some interpret music as a back ground element to their life. Yes music is fun, and yes music gives to the listener that enjoyment of feeling their emotions captured by the mood of the melody and rhythm. Yet, that average individual has really no concept of what is organized and sacrificed to deliver that music to their ears. The performance of live music is Music Art being delivered live in the moment. For the performance of music that is how enjoyment and excitement create the magic of music.

Music is a diverse industry coming in many different formats, genre’s, style’s, shapes and variations. And we find the same diversity formulated in the business of music to deliver that music to a audience. Producers of music are Artist in their own right as well. Applying their knowledge, craftiness and skill to sell tickets, bring an audience and create a lasting experience. Having diversity in a music industry is not a requirement only it is a necessity.

I spoke with a Wine Baron once who scrutinized my concept of music in Napa Valley. He said the reason that music, local music is not a stake holder in the valley industries is because the shaker’s and rollers, the city fathers want to keep the focus on the wine. Another important reason for music industry to be characterized and depicted in municipal and county code is to establish music industry as a stakeholder celebrated as well with the Wine, the Food, connected to the destination experience of Napa and Napa Valley. The Food, The Wine, The Music. All spell experience, exploration and discovery. These elements combine for a strong tourism industry.

In reviewing the PBIDS I discovered that music, music industry was not characterized as visual arts was characterized or even the Ambassador projects. You see listed the Main Street Car Reunion and the Napa Live Crawl. And even when we think of Bottlerock, Porchfest, Uptown, Bluenote, Silo’s, Uncorked, Napa City Nights and other venue’s and other events, these elements are the sum of a Music Industry. Though when viewed as identity on too itself the music community finds that these are all part of a scene. As I have stated before a music venture enterprise becomes a scene after the success of the club or event is established and success is in hand.

So if we look at these individually and identified as a music industry we do not see the whole picture, we just see puzzle pieces. In the Downtown Specific Plan we see Entertainment District we see the mechanical parts of music mentioned such as guitar player, performance, etc.... Though no identity language.

The identity language is important and a vital reference for the continual focus to the growth of a stable Music Industry where the net of it’s economic award benefit both the musicians and the secondary industries associated with the music business. The Napa Municipal City Government made an adroit decision to create the Entertainment District. But, as I have studied other entertainment districts in other parts of the nation, some I have found to be earning 243,000,000 million per year, to 168,000,000.

And I am always asking business owners in downtown what if our Entertainment District just earned 50,000,000 a year? I say what would your business look like? I say to my musician peers, what do believe you might be doing with your music business? These are the fundamental concepts and knowledge I had gained in 2004 when I began my revolution for the Live Performance Of Music in Napa and began the Friday Night Concerts for Music in the Park. There was no music series in any Napa Park for 34 years.

So what is it going to take to change the vision of our Napa Music Scene? To see a greater music industry for the local musicians? Professional or hobbyist? For myself I am not sure what the answer is. Yet I know that it can begin with a established mission statement and language in the city documents to help ever remind our Chamber Of Commerce, Napa Downtown Association, our Planning Commission, City Council and County Board Of Supervisors that there is something greater for music in our town. Napa Valley too can be renowned for the passion of the live performance of music.

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